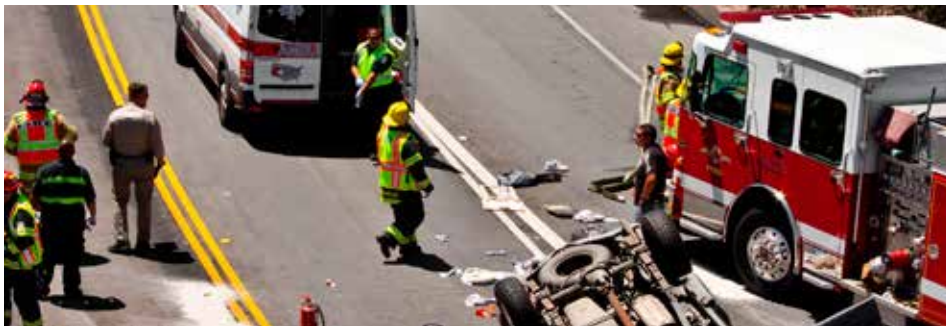


SAFETY Network

May 2016

Michigan.gov/ohsp

Michigan sees 10 percent increase in traffic fatalities in 2015



Michigan traffic deaths, which had been trending downward, jumped 10 percent last year, up from 876 in 2014 to 963 in 2015, according to the Michigan State Police Criminal Justice Information Center (CJIC). Alcohol-involved, bicyclist, teen, and motorcyclist traffic deaths were all up more than 20 percent.

"Now that the crash data for 2015 is finalized, the next step is to work with our partners at the University of Michigan Transportation Research Institute to identify factors that may have played a role in these increases," said Michael L. Prince, Michigan Office of Highway Safety Planning (OHSP) director. "There are a lot of socio/economic and environmental variables that can affect these numbers, including the economy, gas prices, changes in travel habits, weather, as well as driver behavior."

The largest increase was among bicyclist fatalities, up 57 percent from 21 in 2014 to 33 in 2015.

Other significant increases were noted among motorcyclists and alcohol-involved traffic deaths.

Motorcyclist fatalities were up 29 percent, from 107 in 2014 to 138 in 2015. Alcohol-involved fatalities were up 28 percent, from 236 in 2014 to 303 in 2015. Drug-involved fatal crashes spiked 19 percent, up from 150 in 2014 to 179 in 2015. And teen traffic deaths (ages 13-19) were up 23 percent, from 80 in 2014 to 98 in 2015.

Despite increases in nearly all areas, commercial motor vehicle-involved fatalities dropped 19 percent, down from 105 in 2014 to 85 in 2015.

In other areas:

- Pedestrian fatalities increased 15 percent, from 148 in 2014 to 170 in 2015.
- Cell phone-involved crashes increased 13 percent, from 666 in 2014 to 753 in 2015.
- Deer-involved crashes increased 3 percent, up from 45,690 in 2014 to 47,001 in 2015.

More detailed 2015 crash information will be posted to Michigantrafficcrashfacts.org in the coming months. Statewide crash information can be found at Michigan.gov/crash.

Click it or Ticket adds flavor with new partner

Eating a pizza may be 100 percent awesome, but unfortunately only 93 percent of Michigan motorists are ordering the life-saving properties of a seat belt. Now customers at Hungry Howie's Pizza stores across the state have the ability to change that by taking a pledge to wear their seat belt every trip, every time.

For the next two weeks patrons at Michigan's 185 Hungry Howie's Pizza stores who take the seat belt pledge will receive a coupon code for a Howie's Bread® with their next online pizza order. The pledge acknowledges that while pizza makes life better, seat belts save lives.



The partnership is part of the annual *Click It or Ticket* campaign. From now until June 5, police departments, sheriff's offices, and the Michigan State Police (MSP) will conduct stepped up seat belt enforcement. Research shows when seat belts are used properly, the risk of being killed in a crash is reduced by nearly 45 percent.

During last year's *Click It or Ticket* enforcement, 6,113 seat belt and child seat citations were issued. Eight people died in traffic crashes during the 2015 Memorial Day holiday period.

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Statewide conference to focus on Child Passenger Safety



This week 150 car seat experts will meet in Mt. Pleasant for the first Michigan Child Passenger Safety (CPS) Conference. The event brings the state's CPS technicians and instructors together to learn more about car seats, vehicle safety, emerging technologies, and dealing with caregivers.

These experts keep up-to-date on the latest technical information about CPS through continuing education. CPS technicians and instructors share this knowledge at a variety of community-based activities, such as child safety seat checks, where parents and caregivers receive education and hands-on assistance.

Sessions will include what's new in engineering and crash testing, an in-depth look at the national CPS landscape, and how child development factors intersect with car seats.

"Car seats, boosters, and seat belts are useful tools in preventing traffic crash fatalities and injuries," said Michael L. Prince, OHSP director. "The material shared at this conference will help to enhance the safety of many Michigan families as they travel on our roadways."

The conference is Wednesday and Thursday at the Comfort Inn and Suites in Mt. Pleasant and is supported in large part by federal traffic safety funds from the OHSP.

General session speakers are:

- **Dr. Janet Brelin-Fornari**, director, Crash Safety Center, Kettering University
- **Spl/Sgt. James Campbell**, MSP, crash reconstructionist and CPS technician
- **Joe Colella**, South Carolina, past chairman of the National CPS Board
- **Bethany Folsom**, health educator, Pediatric Trauma Injury Prevention Program, C.S. Mott Children's Hospital
- **Miriam Manary**, University of Michigan Transportation Research Institute
- **Todd Nickoles**, trauma and injury prevention programs, Helen DeVos Children's Hospital
- **Jennifer Wilson**, child life specialist, Helen DeVos Children's Hospital

In addition to general sessions, there are workshops on why older children need booster seats and seat belts, the importance of engaging minority communities, and how to identify and empower community partners. Car seat and vehicle manufacturers will also train technicians during a hands-on session about new technologies. Participants include: Britax, Chicco, Diono, Evenflo, Recaro, Safe Traffic System, UPPAbaby, and Volkswagen.

During the conference, the OHSP will also unveil four short instructional videos featuring Michigan CPS expert Fred Doelker. In the video series, Doelker discusses booster seats, the importance of adjusting car seat harnesses, and ways to avoid common mistakes when installing and using car seats.

The videos and other tips on car seat safety are available at youtube.com/ohsp.


563 motorists arrested for drunk driving during spring crackdown

Law enforcement officers arrested 563 motorists for drunk driving during the *Drive Sober or Get Pulled Over* crackdown March 16-April 4. Of those arrested, 102 were charged under the state's high blood alcohol law with a BAC of .17 or higher.

During the statewide effort, officers also issued 893 citations for driving with a suspended license, 862 citations for uninsured motorists, and 1,894 citations for speeding.

After a high-speed chase, law enforcement agencies arrested a motorist in Marquette County for maintaining a meth lab, fleeing and eluding, no proof of insurance, having an unregistered motor vehicle, a red light violation, and driving with a suspended license. In another instance, a law enforcement officer witnessed a vehicle in Saginaw swerving back and forth as the driver looked at a cell phone and moved his thumbs on the device. Two child passengers were also in the vehicle. The motorist admitted to texting while driving.

DRIVE SOBER OR GET PULLED OVER



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State advocates promote safe motorcycle riding, training

Motorcycle safety is an important issue in Michigan. Statistics show that 80 percent of motorcycle crashes result in injury and death.

Motorcyclists must be prepared to ride. Unfortunately, nearly 50 percent of riders involved in a crash do not have the required motorcycle endorsement.

To address the problem of unendorsed riders, the OHSP and Secretary of State's Office are overseeing a multi-year program called the Shadow Rider campaign. Launched in 2013, the effort targets those without a motorcycle endorsement and

informs them of the risks of riding without it.

"The Shadow Rider campaign is having a positive effect in reaching unendorsed riders," said



Michael L. Prince, OHSP director. "Since it started, the number of unendorsed riders has fallen from 50,000 to 40,000, which is a decrease of 20 percent."

The Michigan Motorcycle Safety Training Program offers classes for riders at all experience levels. Classes are provided through public organizations, such as colleges and universities, and select dealerships. A new online component allows students to study the basics at home, freeing up classroom and range time for the more demanding aspects of motorcycling.

Michigan has 488,765 residents with a motorcycle endorsement on their driver's license and 249,547 registered motorcycles. A motorcycle endorsement is required to drive on public roads.

Training is affordable and available. Most state/public-sponsored courses are only \$25. To find the nearest course, go to Michigan.gov/motorcycling.

Saxton reappointed to Governor's Traffic Safety Advisory Commission

Gov. Rick Snyder recently announced the reappointment of Calhoun County Sheriff Matt Saxton to the Governor's Traffic Safety Advisory Commission.

Housed within the MSP, the 11-person commission identifies traffic safety challenges and develops, promotes, and implements strategies to support traffic safety programs.



Saxton has served in the roles of corrections deputy, law enforcement deputy, sergeant, lieutenant, and captain. He has a bachelor's degree in criminal justice from Lake Superior State University.

Saxton, of Battle Creek, will serve a three-year term expiring May 27, 2019. He continues to represent local government.

Second year of summer-long safety campaign launches

The OHSP is launching the second year of the summer-long campaign, *Michigan Summer of Safety* on June 1. The campaign supports the federally funded seat belt and impaired driving enforcement by police departments, sheriff's offices, and the MSP from Memorial Day to Labor Day.

Through community outreach and social media, the campaign also seeks to raise awareness of bike, child passenger, motorcycle, and pedestrian safety throughout the summer. The goal is to reduce traffic fatalities and injuries on Michigan roads by increasing seat belt use and safe summer travel.

"Traffic fatalities and serious injuries on the roadways increase during the summer months," said Michael L. Prince, OHSP director. "*Michigan Summer of Safety* is a

reminder to all of us to 'take safety along for the ride' by always wearing a seat belt, wearing helmets and reflective gear when biking and riding motorcycles, and driving and boating sober."

Safety-minded organizations across the state will participate in *Michigan Summer of Safety* by displaying campaign materials and distributing summer-related safety information in their communities. Posts on OHSP and other state agency social media pages throughout the summer will feature safety tips and the #MiSummerofSafety hashtag to enhance the outreach efforts.

Last year, the *Michigan Summer of Safety* campaign reached more than 10 million Michigan residents and visitors between Memorial Day and Labor Day with help from partners like the MSP, Michigan

Department of Natural Resources, Michigan Department of State, Michigan Department of Transportation, and many more.

Free *Michigan Summer of Safety* materials are available to order from the OHSP on www.michigan.gov/ohsp.



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Why call it an accident when it is a crash?

By Kenneth Stecker and Kinga Gorzelewski

Every 53 minutes on average, someone is killed in a drunk driving crash.¹ Every two minutes, someone is injured because of this entirely preventable crime.² At any given point, we potentially share the roads with two million people who have three or more drunk driving offenses.³ These drunk drivers intentionally choose to drive drunk, knowing that they may seriously injure or kill another innocent driver or passenger.

However, when you pick up a newspaper you read the following:

*"Woman who killed best friend in drunk driving accident sobs as she gets sentenced to probation."*⁴

*"Tragedy struck last Friday evening as three people were killed in an accident on I-69 in Pike County. Initial investigation indicates that drugs played a role in the accident, in which Brian Paquette of Newport News, Virginia drove his SUV the wrong direction in both the northbound and southbound lanes of the interstate."*⁵

*"Drunk Driving Teen Causes Accident Involving Over 14 People."*⁶

When you read a Michigan appellate court opinion, you may read the following:

"While driving his truck in the early morning, defendant struck and killed a bicyclist. Defendant consented to a blood test after the accident, which revealed the presence of several

*controlled substances, including anti-depressants and cocaine."*⁷

*"A car being driven by defendant collided with a sports utility vehicle, killing three of its passengers. The accident occurred after defendant led police on a chase at speeds in excess of 90 mph. After the accident, defendant's blood alcohol level was 0.135."*⁸

*"Defendant's conviction arose from his involvement in a car accident that killed one person and seriously injured another. The accident occurred when defendant, the driver of a Dodge Ram pickup truck traveling at a high rate of speed in a residential area, while under police surveillance, disregarded a red signal at an intersection and collided with a minivan that had entered the intersection on a green light."*⁹

Using the term "accident" suggests something of the unforeseen, an event that couldn't have been anticipated, for which no one can be blamed.¹⁰ From reading the above-mentioned headlines and court opinions, these events were undesirable and unfortunate happenings that occurred unintentionally from the intoxicated drivers. In essence, it was something that could not be predicted or avoided by the intoxicated driver; it was just something that happened.

However, it is clear that is not the case. These events are not "acts of God," but predictable results of specific actions. These

are crashes! By using accident in describing these tragedies, we set the tone that the resulting injuries are unavoidable, and these tragedies should just be accepted as an unavoidable part of our daily lives.

This is not a novel idea. Distinguishing between accident and crash dates back to a 1997 campaign launched by the National Highway Traffic Safety Administration (NHTSA).¹¹

"Changing the way we think about events, and the words we use to describe them, affects the way we behave," wrote Pamela Tatiana Anikeeff, NHTSA senior behavioral scientist, on August 11, 1997, describing the new "crashes are not accidents" campaign:

*"Motor vehicle crashes and injuries are predictable, preventable events. Continued use of the word 'accident' promotes the concept that these events are outside of human influence or control..."*¹²

Since 1997, the NHTSA no longer uses accident in materials published and distributed by the agency. In addition, the NHTSA no longer uses the term in speeches or other public remarks, communications with the news media, and interactions with individuals or groups in the public and private sector.¹³

Many law enforcement agencies, including the police departments in New York and San Francisco, abandoned using accident because it could deter the focus

PAAM Continued on page 5 >

¹ <http://www.madd.org/drun-driving/about/>

² *Id.*

³ *Id.*

⁴ New York Daily News, "Woman who killed best friend in drunk driving accident sobs as she gets sentenced to probation," December 5, 2014.

⁵ <http://www.wagnerreese.com/blog/car-accident/wrong-way-driver-kills-three-on-i-69/>

⁶ <http://abcnews.go.com/2020/video/drun-driving-teen-accident-involving-14-people-34536651>

⁷ *People v. Reeves*, case number 315840, decided August 21, 2014 (Michigan Court of Appeals) (Unpublished).

⁸ *People v. Gonzalez*, case number 199230, decided August 11, 1998 (Michigan Court of Appeals) (Unpublished).

⁹ *People v. Darden*, case number 314562, decided June 12, 2014 (Michigan Court of Appeals) (Unpublished).

¹⁰ <http://www.motherjones.com/kevin-drum/2015/08/crash-vs-accident-doesnt-seem-it-matters-very-much>

¹¹ <http://www.planetizen.com/node/80560/does-it-matter-if-we-call-crashes-accidents>

¹² "Crashes Aren't Accidents Campaign", by Pamela Anikeeff, NHTSA Now, V. 3, No. 11, August 11, 1997.

¹³ http://www.roadpeace.org/resources/Crash_not_Accident_May_11_2011.pdf

¹⁴ <http://www.h-nlaw.com/blog/accident-best-way-describe-car-crash/>

¹⁵ Hughes, Brandon (July 2008). Word Choice Matters: Crash vs. Accident. The Alabama Prosecutor.



SAFETY Network

PAAM Continued from page 4 >

on traffic safety that is necessary to reduce death rates.¹⁴

Words have impact, words evoke images and stir emotions.¹⁵ As law enforcement officers and prosecutors, when you are investigating and prosecuting a drunk/drugged driving crash, distracted driving crash, or a reckless driving crash, it is important to avoid using accident in your police reports, opening statements, or closing arguments.

We have a responsibility for road safety in Michigan. Moving forward, we need to continue to reassess our efforts to combat the threat to safety on our roads. One simple way we can make a difference is by eliminating accident and using the appropriate word: crash.

For more information on this article and PAAM training programs, contact Kenneth Stecker or Kinga Gorzelewski, Traffic Safety Resource Prosecutors, at 517-334-6060 or e-mail at steckerk@michigan.gov or gorzelewskik@michigan.gov. Please consult your prosecutor before adopting practices suggested by reports in this article. Discuss your practices that relate to this article with your commanding officers, police legal advisors, and the prosecuting attorney before changing your practice.

Report shows success of sobriety court ignition interlock program

A new research report evaluating Michigan's program to prevent repeat drunk driving by chronic offenders through the use of ignition interlocks concludes that the devices, when used in conjunction with a sobriety court program, contribute to significantly better success rates among participants.

Offenders participating in the state's DWI/sobriety courts without the use of interlocks had three times greater odds of falling out of sobriety court than those ordered by the court to use the devices.

An ignition interlock device connects with a motor vehicle's ignition and other control systems. The interlock device measures the driver's breath and keeps the vehicle from starting if the blood alcohol content (BAC) is 0.025 or higher. The device also asks for random retests while the person is driving.

The report was commissioned by the Michigan Association of Treatment Court Professionals.

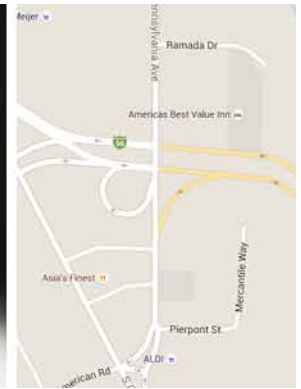
Statistics for the group of DWI/sobriety court participants using interlocks were compared to a similar group that did not use the devices. Among the report's findings:

- 97 percent of sobriety court participants ordered to install interlock devices on their vehicles complied with the court.
- Of the participants using an interlock, only 11.4 percent failed to graduate from the program.
- Sobriety court participants using an interlock spent less time in jail, had fewer warrants issued against them, and had a higher number of overall sobriety days.



Tim Potter from Michigan State University Bike Services shares simple bike maintenance tips to attendees at the recent Michigan Pedestrian and Bicycle Safety Conference in Mt. Pleasant.

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TCRU provides real time traffic crash data

Every year, nearly 300,000 traffic crashes are submitted to the MSP Traffic Crash Reporting Unit (TCRU). Did you know that nearly every field on the UD-10 Traffic Crash Report is searchable? All of the traffic crash data from the UD-10s for the current year plus 10 is held in a database maintained by the TCRU. This means certain data elements can be extracted from more than 180 fields on the UD-10 and reported in either a spreadsheet or PDF format. Most submitted traffic crashes are processed within a few days which means real time traffic crash data is constantly being updated and ready for use.

Are you looking for local traffic crash data for intersections or roadway segments? Ever wonder if certain circumstances may be contributing to injury crashes on local roadways? Are you curious to see if distracted driving is an issue in your area? All of these questions can be answered by looking at the real-time data provided by the TCRU. This information is used by groups to conduct safety analysis or create traffic safety initiatives to help meet a department's strategic goals. Our dedicated crash analyst can run specific data queries from the UD-10 database to provide up-to-date crash statistics with any number of variables.

Some of the more common queries include:

- High Crash Intersections and Road Segments
- Hazardous Actions by Age Group
- Contributing Circumstances
- Driver Condition
- Driver Distracted By

For these or any other custom reports, please contact Amanda Heinze at 517-284-3044 or HeinzeA@michigan.gov

What's Ahead

JUNE

- 1 Traffic Incident Management Action Team,** Grand Rapids Fire Department Training Center, 1101 Monroe Avenue NE, Grand Rapids, 9:30 a.m.
- 7 Governor's Traffic Safety Advisory Commission meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9 a.m.
- 16 Distracted Driving Action Team meeting.** MSP Headquarters, 7150 Harris Drive, Dimondale, 1 p.m.

JULY

- 12 Pedestrian and Bicycle Safety Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9 a.m.

- 12 Occupant Protection Action Team meeting.** TBD.
- 13 Michigan Truck Safety Commission meeting.** Michigan Center for Truck Safety, 1131 Centennial Way, Lansing, 9 a.m.
- 14 Senior Mobility and Safety Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 1:30 p.m.
- 19 Traffic Safety Engineering Action Team meeting.** Horatio S. Earle Learning Center, 7575 Crowner Drive, Dimondale, 9:30 a.m.
- 20 Impaired Driving Action Team meeting.** MSP Headquarters, 7150 Harris Drive, Dimondale, 10 a.m.



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Be a difference maker: Stay focused on the road

A west Michigan father who lost his son because of a distracted driver joined law enforcement officials, traffic safety advocates, and students recently at Hudsonville's Unity Christian High School to remind motorists about staying focused on the road whenever they get behind the steering wheel.

David Talsma of Hudsonville died on Aug. 3, 2015, in a chain-reaction traffic crash on I-196 when a driver eating a sandwich and looking at a GPS device was unaware that traffic had stopped. David's father Jason Talsma has dealt every day since the tragedy with the heartbreaking results of distracted driving.

"Inattentiveness caused the death of a beautiful 13-year-old boy," said Talsma. "A distracted driver stole our future. One bad decision brought pain, emptiness, and anguish to my family for decades to come. David was a difference maker. In his

memory I will do everything possible to prevent this societal epidemic."

According to CJIC, there were 7,516 crashes in Michigan involving distracted driving during 2015, resulting in 28 fatalities and 3,472 injuries. This was up from 5,353 crashes in 2014 when there were 14 fatalities and 2,401 injuries.

"When it comes to traffic safety, every motorist and passenger can be a difference maker," said Michael L. Prince, OHSP director. "Driving is an important responsibility that requires each person's full attention. Any distractions endanger all road users."

Ottawa County Undersheriff Steve Kempker said driving is a privilege that requires judgment and focus.

The OHSP has free distracted driving posters available. To order the posters, call Cindy Stoneham at 517-636-4256 or email trafficsafety@michigan.gov



OHSP Director Michael L. Prince talked to students at Unity Christian High School in Hudsonville about the dangers of distracted driving. He was joined by Ottawa County Undersheriff Steve Kempker, Kristin DeGraaf, and Jason Talsma. DeGraaf and Talsma are the parents of David Talsma, who was killed by a distracted driver in August.

Sturgis High School students finish first in S4SD competition

S4SD

STRIVE 4 A SAFER DRIVE ▲

St. Joseph County's Sturgis High School took top honors statewide for the school's Strive For a Safer Drive (S4SD) distracted driving and seat belt safety campaign. The first place selection recognizes the outstanding efforts of Sturgis students in educating their classmates about safe teen driving.

S4SD, presented by Ford Driving Skills for Life and the OHSP, provides funding and resources to help teens talk to teens about safe driving with the goal of reducing traffic crashes, injuries, and fatalities among Michigan's most inexperienced drivers. The top schools are selected based on creativity, execution, and compliance with the S4SD participation requirements.

Three Rivers High School, also from St. Joseph County, finished second. Lakewood High School of Barry County earned third place; Waterford Mott High School of Oakland County took fourth place; and Ontonagon Area High School of Ontonagon County finished in fifth place.

The top five campaigns receive a cash prize ranging from \$500-\$1,500. Students from participating schools recently attended a free hands-on driving clinic with professional driving instructors at the Ford Dearborn Development Center.

This school year, 44 Michigan high schools received \$1,000 to create a student-led, peer-to-peer traffic safety awareness campaign. Topics included distracted driving, seat belts, underage drinking/impaired driving, speeding, and winter driving.

SAFETY Network

AAA Foundation research: legal limits for marijuana and driving unsupported by science



Fatal crashes involving drivers who recently used marijuana doubled in Washington after the state legalized the drug, according to the latest research by the AAA Foundation for Traffic Safety. New research also shows that legal limits for marijuana and driving are arbitrary and unsupported by science, which could result in unsafe motorists going free and others being wrongfully convicted for impaired driving.

Washington was one of the first two states to legalize the recreational use of marijuana, and these findings raise serious concerns about drug-impaired driving with at least 20 states considering marijuana legalization this year.

The foundation examined drug tests and fatal crashes among drivers in Washington, a state that legalized marijuana in December 2012. The researchers found:

The percentage of drivers involved in fatal crashes who recently used marijuana more than doubled from eight to 17 percent between 2013 and 2014.

One in six drivers involved in fatal crashes in 2014 had recently used marijuana, which is the most recent data available.

In an attempt to enforce drug-impaired driving, some states have created legal limits, also known as per se limits, which specify the maximum amount of active THC that drivers can have in their system based on a blood test. THC is the main chemical component in marijuana that can impair driver performance and affect the mind, and the presence of active THC is generally suggestive of recent marijuana use. These limits are similar in concept to the .08 BAC limit for driving under the influence of alcohol.

AAA said other comprehensive enforcement measures are available to states for improving road safety. These options include a two-component system that requires a positive test for recent marijuana use, and behavioral and physiological evidence of driver impairment. This system would rely heavily on Advanced Roadside Impaired Driving Enforcement (ARIDE) and the 50-state Drug Evaluation and Classification program.

For a copy of the AAA Foundation's report, go to <https://www.aaafoundation.org/>

The foundation's findings come on the heels of a study on drugged driving issued last year by the Governor's Highway Safety Association (GHSA). For a copy of the GHSA report, go to <http://ghsa.org/html/publications/2015drugged.html>

The issue is also being considered by Michigan lawmakers. House Bill 5024 establishes a commission charged with researching and recommending a threshold of THC bodily content that would constitute evidence for per se impaired driving. Among its duties, the proposed commission would review and analyze research and state laws relating to the THC

bodily content thresholds that provide evidence for per se impaired driving.

The legislation was approved by the Michigan House in April and has been referred to the Senate Judiciary Committee.

Fourth of July materials available

The Fourth of July is a time to celebrate with family, friends, food, and fireworks, but too often the festivities turn tragic on our roadways. Unfortunately, this iconic American tradition is also one of the deadliest holidays of the year because of drunk-driving crashes.

During the 2014 Fourth of July holiday, 164 people nationwide were killed in crashes involving at least one driver or motorcycle operator with a BAC of .08 or higher. Those preventable deaths made up 41 percent of the 397 people killed in motor vehicle traffic crashes over the same holiday period.

Marketing tools are available to help meet your local needs as another Fourth of July approaches. They are based on two basic principles: *Drive Sober or Get Pulled Over* (enforcement), and *Buzzed Driving Is Drunk Driving* (social norming).

The tools and other useful information can be found at www.trafficsafetymarketing.gov/july4th